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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
John DeMayo, et al.) Group Art Unit: 2151
Serial No.: 09/711,261) Examiner: Unknown
Filed: November 10, 2000)
For: APPARATUS AND METHOD FOR)
HYPERLINKING SPECIFIC)
WORDS IN CONTENT TO TURN)
THE WORDS INTO)
ADVERTISEMENTS)

Assistant Commissioner for Patents
Washington, DC 20231

Sir:

**REVOCATION OF POWER OF ATTORNEY
AND GRANT OF NEW POWER OF ATTORNEY**

The undersigned, a representative authorized to sign on behalf of the assignee owning all of the interest in this patent, hereby revokes all previous powers of attorney or authorization of agent granted in this application before the date of execution hereof. The undersigned verifies that Advertising.com is the assignee of the entire right, title, and interest in the patent application identified above by virtue of an assignment from the inventor recorded in the U.S. Patent and Trademark Office at Reel 011960, Frame 0839. The undersigned certifies that the evidentiary documents have been reviewed and to the best of the undersigned's knowledge and belief, title is in the assignee Advertising.com.

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